## MARKET PROFILE: PORTER SQUARE 2012

Cambridge, Massachusetts

RETAIL POTENTIAL & EXPENDITURE LEAKAGE  Estimated for Five Sample Store Types, approximately 1-mile Radius				
Su	pply (Retail Sales)	Demand (Consumer Expenditure)	(Opportunity Gap)/Surplus	
Specialty Food	\$5,082,000	\$47,007,006	(\$41,925,006)	
Grocery	\$38,071,000	\$137,499,691	(\$99,428,691)	
Retail – Apparel	\$70,551,000	\$50,714,663	(\$47,658,001)	
Limited Food (Coffee Shop/Take Out)	\$39,469,800	\$80,813,829	(\$41,344,029)	
Retail - Specialty (Gift/Antique/Art)	\$47,439,420	\$34,233,073	\$13,206,347	

## **DEMOGRAPHIC**

1-mile Radius (2011 Estimated data)

Estimated Total Population	60,048 (2011)
Children (Under 19)	6,169 (13%)
Adults (20-34)	26,925 (45%)
Adults (35-49)	10,986 (18%)
Adults (50-64)	8,475 (14%)
Seniors (65+)	5,919 (10%)

Median Age in Radius: 32

### Family Households

One-Person	9,678 (38%)
Two-Persons	9,089 (35%)
Three or more	7,012 (27%)

Average Household Size: 2.10

#### Race

Nace	
White	45,500 (76%)
Black/African American	5,125 (6%)
Asian	6,231 (10%)
Other	1,201 (2%)
Two or More Races	1,965 (3%)

### **TOP TEN TYPES OF BUSINESSES**

Estimated for approximately 1-mile Radius

- 1. Limited Food Service Coffee Shop/Bakery/Take Out
- 2. Full Food Service Restaurant/Bar
- 3. Personal Services Hair Salon/Spa/Fitness
- 4. Retail Specialty (Antiques/Gifts)
- 5. Retail Hardware/Home Goods
- 6. Real Estate Offices
- 7. Convenience Stores
- 8. Auto Services
- 9. Retail Apparel
- 10. Financial Services (Banks) & Personal Services (Dry Cleaning/Tailoring)

### HOUSEHOLD INCOME

1-Mile Radius (2011 Estimate Data)

Estimate Average Household Income: \$91,233 Average Household Income (2-mile radius): \$82,085 Average Household Income (3-mile radius):\$84,190



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### ONE MILE RADIUS MAP



### **WORKPLACE POPULATION**

Estimated Daytime Population (1-mile radius): 32,698 (2011) Ratio of Workplace to Residential Population: 54% (2011)

Lesley University Student Population: 6,783 (2012)

## **AVERAGE RETAIL RENTS**

(2008)

Average Retail Size 5,262 square feet

Minimum Rent: \$13 Average Rent: \$25 Maximum Rent: \$40

## TRANSIT INFORMATION

1-mile Radius (2009)

6 MBTA Bus Lines run through the Porter Square District, 1 Commuter Rail and 2 Red Line Subway Stations.

Porter Square Redline Station Weekday Ridership: Entries: 8,552

Exits: 2,127

Porter Square Commuter Rail Weekday Ridership: Entries: 250

Davis Square Redline Station Weekday Ridership:

Entries: 11,628

For more information on Cambridge Commercial Districts or assistance with Site Search, please contact the Economic Development Division at 617-348-4654 or via the web at:

http://www.cambridgema.gov/business.

Report prepared by the Community Development Department, City of Cambridge.

Source: Community Development Department calculations are based on data from ESRI provided through Costar (A Commercial Real Estate Company), the US Census Bureau, Assessor's Office and data gathered by Economic Development Division.

The accuracy and completeness of the data is not herein guaranteed or warranted, and the Community Development Department is not making any express or implied representation of warranty about the fitness of the data and reports for any particular purpose.